Amendments to the Specification

Please replace paragraph [0069] with the following rewritten paragraph:

Although the embodiments described above use a single identifier or fingerprint to associate various information, bindings or associations created using additional identifiers may also be used. For example, the request fingerprint need not be transmitted to and from the content-relevant ad server if the request and reply are done at one time. Although the content-relevant ads were targeted to the content of an (e.g., individual) e-mail in some of the exemplary embodiments described above, embodiments consistent with the present invention may be used with content-relevant ads targeted to e-mail content in general, such as content from some group or collection of e-mails. For example, e-mail content may include content from a group of (e.g., all) e-mails belonging to a thread of related messages. As another example, e-mail content may include content from a "conversation view" such as described in U.S. Patent Application Serial Nos. 10/816,428 [[##/###,###]] and 10/816,427 [[##/###,###]] (incorporated herein by reference), Attorney Docket Number GP-281-00-PR and GP-281-01-PR, entitled "EMAIL SYSTEM WITH CONVERSATION-CENTRIC USER INTERFACE" and "EMAIL CONVERSATION MANAGEMENT SYSTEM", respectively, both of which were [[are]] filed on March 31, 2004 and listing Paul Buchheit et al. as inventors. Thus, the content-relevant ad targeting is not necessarily for a

2

single, individual e-mail message, but may be for a
number of e-mail messages.

3